GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:2980
ANSWERED ON:03.08.2016
Participation in Olympics
Chandrakasi Shri M.;De(Nag) Dr. (Smt.) Ratna;Gavit Dr. Heena Vijaykumar;Jayavardhan Dr. Jayakumar;Sule Smt. Supriya Sadanand;Wanaga Shri Chintaman Navsha

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether the participation rate in Olympics from India has improved over the last three years;
(b) if so, the details thereof;
(c) the total sum of money received from sponsors for the event and the share of Indian private and public sector companies in it;
(d) whether the share of private sector companies has improved in the last five years and if so, the details thereof;
(e) the names of the Indian private sector companies which have agreed to sponsor this event; and
(f) the other steps taken by the Government to improve participation rate in Olympics from India?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE)
FOR YOUTH AFFAIRS AND SPORTS
(SHRI VIJAY GOEL)

(a) & (b): Yes, Madam. 119 sportspersons have qualified for participation in Rio Olympics, 2016 to be held from 5th to 21st August 2016. This is India's largest ever contingent for Olympic Games. 57 sportspersons qualified for participation in Beijing Olympics 2008 and 81 sportspersons qualified for participation in London Olympics 2012.
(c) & (d): The Ministry of Youth Affairs & Sports does not maintain data about the sponsorship given by private sector and public sector companies directly to the sportspersons and sports bodies for preparation and training of the sportspersons for their participation in international event including Rio Olympics 2016.
(e): Indian Olympic Association (IOA) has informed that sponsors already committed are Reliance Jio and Edelweiss Financial Services as the Principal Sponsors, Amul, Tata Salt and Herbalife as Associate Sponsor, Li Ning and SBJ as apparel sponsors.
(f): Preparation for Olympic Games is an ongoing process. Training and competitive exposure to sportspersons preparing for international sports events including Olympic Games are provided under the Scheme of Assistance to National Sports Federations (NSFs) and National Sports Development Fund (NSDF).
Further, the Ministry of Youth Affair & Sports has formulated a programme namely "Target Olympic Podium Scheme" (TOP Scheme) within the overall ambit of the National Sports Development Fund (NSDF) with the objective of identifying and supporting potential medal prospects for 2016 and 2020 Olympic Games.
An Elite Athletes Identification Committee has been set up with Ms. Anju Bobby George, renowned athlete as its chairperson, Shri Pullella Gopichand and Ms. M C Mary Kom as members among others to evaluate and select potential medal prospects for 2016 and 2020 Olympic Games for support under the Target Olympic Podium (TOP) Scheme. Identified medal prospects are being provided financial assistance for their customized training at Institutes having world class facilities and other necessary support under Target Olympic Podium (TOP) Scheme.
Further, in order to enhance the number of participants in the next Tokyo Olympics, the Government has set up a Mission Olympic Cell (MOC) in Sports Authority of India.
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